Stability of Library Service Quality Benchmarking Norms across Time and Cohorts: a LibQUAL+™ Study

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The LibQUAL+™ Premise

PERCEPTIONS ← → SERVICE

“….only customers judge quality; all other judgments are essentially irrelevant”

Multiple Methods of Listening to Customers

- Transactional surveys*
- Mystery shopping
- New, declining, and lost-customer surveys
- Focus group interviews
- Customer advisory panels
- Service reviews
- Customer complaint, comment, and inquiry capture
- Total market surveys*
- Employee field reporting
- Employee surveys
- Service operating data capture

*A SERVQUAL-type instrument is most suitable for these methods


Dimensions of Library Service Quality

- Affect of Service
  - Empathy
  - Responsiveness
  - Assurance
  - Reliability

- Library as Place
  - Utilitarian space
  - Symbol
  - Refuge

- Information Control
  - Scope of Content
  - Convenience
  - Ease of Navigation
  - Timeliness
  - Equipment
  - Self-Reliance

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Model 3
LibQUAL+™ Participants

![Bar chart showing LibQUAL+™ Participants over years 2000 to 2005](www.libqual.org)

World LibQUAL+™ Survey 2005

![Map showing participating libraries worldwide](www.libqual.org)
Rapid Growth in Other Areas

- **Languages**
  - American English
  - British English
  - French
  - Dutch
  - Swedish
- **In development**
  - Chinese
  - Greek
  - Spanish
  - German
- **Consortia**
  - Each may create 5 local questions to add to their survey

- **Types of Institutions**
  - Academic Health Sciences
  - Academic Law
  - Academic Military
  - College or University
  - Community College
  - European Business
  - Hospital
  - Public
  - State
- **Countries**
  - U.S., U.K., Canada, the Netherlands, South Africa, Sweden, France, Australia, New Zealand, Malaysia

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**209 ‘06 registrations (1/06)**

- 209 Registrations (as of 1/13)
- 100 participating with a consortium
- 61 international surveys
- 36 ARL libraries (main, medical, & law counted separately)
- 107 first-time participants
- 4 seventh year participants (Arizona, Houston, TAMU, and Pittsburgh)

**Five new languages:**
- German
- Finnish
- Danish
- Norwegian
- Spanish (Venezuela)

**Five new consortium:**
- AJCU Academic Libraries
- Georgia Consortium
- North Carolina Community Colleges
- Massachusetts LSTA grant group
- National Health Service England
Survey Instrument

“And a Box”

Why The Box is so Important

- About 40% of participants provide open-ended comments, and these are linked to demographics and quantitative data.
- Users elaborate the details of their concerns.
- Users feel the need to be constructive in their criticisms, and offer specific suggestions for action.
Institutional Norms for Perceived Means on 25 Core Questions

Table 1

r's for LibQUAL™ Total Percentile Scores Across Two Language Versions and Five Years ('01 to '05)

<table>
<thead>
<tr>
<th>Sample/Variable</th>
<th>AmEng_01</th>
<th>AmEng_02</th>
<th>AmEng03a</th>
<th>BrEng_03</th>
<th>AmEng03b</th>
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<td>93,550</td>
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<tr>
<td>v</td>
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<td>25</td>
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Table 2

$r$'s for LibQUAL™ Service Affect Percentile Scores Across Years for American English

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$z$'s for LibQUAL™ Personal Control, Information Access, and Information Control Percentile Scores Across Years for American English

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<th>PersCo01</th>
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### Table 4

$r$'s for LibQUAL+™ Library as Place Percentile Scores Across Years for American English

<table>
<thead>
<tr>
<th>Sample/Variable</th>
<th>2001</th>
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</table>

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LibQUAL+™ Resources

- LibQUAL+™ Website:
  http://www.libqual.org
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  http://www.libqual.org/publications
- Events and Training:
  http://www.libqual.org/events
- LibQUAL+™ Bibliography:
  http://www.coe.tamu.edu/~bthompson/servqbib
- LibQUAL+™ Procedures Manual:
  http://www.libqual.org/Information/Manual/index.cfm